



October 16, 2007 CPC
October 24, 2007 BS

STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

08SN0130

Chesterfield County
Board of Supervisors

Matoaca Magisterial District
North line of Cosby Road

REQUEST: Conditional Use to permit a computer-controlled, variable message, electronic sign.

PROPOSED LAND USE:

A computer-controlled, variable message, electronic sign, incorporated into a freestanding identification sign for Cosby High School is planned.

PLANNING COMMISSION RECOMMENDATION

RECOMMEND APPROVAL SUBJECT TO THE CONDITION ON PAGE 2.

AYES: MESSRS. GECKER, BASS, LITTON AND WILSON.
ABSTENTION: MR. GULLEY.

STAFF RECOMMENDATION

Recommend approval for the following reason:

While the proposed computer-controlled, variable message, electronic sign does not conform to the adopted Electronic Message Center Policy which suggests that such signs not be located within the Route 360 Corridor, the proposed sign, as conditioned, would have no greater impact on the surrounding community than a sign which incorporates permitted changeable copy.

(NOTE: CONDITIONS MAY BE IMPOSED OR THE PROPERTY OWNER(S) MAY PROFFER CONDITIONS. THE CONDITIONS NOTED WITH "STAFF/CPC" WERE

AGREED UPON BY BOTH STAFF AND THE COMMISSION. CONDITIONS WITH ONLY A "STAFF" ARE RECOMMENDED SOLELY BY STAFF. CONDITIONS WITH ONLY A "CPC" ARE ADDITIONAL CONDITIONS RECOMMENDED BY THE PLANNING COMMISSION.)

CONDITION

(STAFF/CPC) In addition to Ordinance requirements, any computer-controlled, variable message, electronic sign shall conform to the following standards:

- a. Copy shall be limited to a maximum of two (2) lines which shall not move, but may fade;
- b. The message or display shall be programmed or sequenced to change no more than once every twenty-four (24) hours;
- c. The copy display color shall either be white or yellow;
- d. Flashing and traveling messages shall be prohibited; and
- e. Bijou lighting and animations effects shall be prohibited. (P)

GENERAL INFORMATION

Location:

North line of Cosby Road, west of Fox Club Parkway, and west line of Fox Club Parkway, north of Cosby Road. Tax ID 714-672-8571

Existing Zoning:

A

Size:

87.2 acres

Existing Land Use:

Public/semi-public - school

Adjacent Zoning and Land Use:

North and East- R-12, A with Conditional Use and A; Commercial or vacant

South – I-1 and A; Single family residential or vacant

West – A, R-MF and C-3 with Conditional Use and Conditional Use Planned Development;
Vacant

UTILITIES; ENVIRONMENTAL; AND PUBLIC FACILITIES

This request will have no impact on these facilities.

LAND USE

Comprehensive Plan:

Lies within the boundaries of the Upper Swift Creek Plan which suggests the property is appropriate for mixed use corridor use and residential use of 2.0 units per acre or less.

Area Development Trends:

Surrounding properties to the north and west are zoned for residential and agricultural development and are currently vacant. Properties to the south are zoned Agricultural (A) and Light Industrial (I-1) and occupied by single family dwellings or are vacant. Properties to the east are developed as a private school and a commercial recreational facility. The Plan anticipates development of mixed uses to include office and residential uses of various densities.

Signs:

The proposed sign and computer-controlled, variable message, electronic sign would comply with the requirements of the Zoning Ordinance relative to sign size and height which currently permit a freestanding sign 62.5 square feet in area (including changeable copy) at a height of fifteen (15) feet. This proposal would comply with the adopted electronic message center policy relative to copy display color, lines of copy, spacing between signs and lack of flashing and traveling messages, bijou lighting and animation (Condition). The proposal would not comply with the Policy relative to its location within the Route 360 Corridor. The Plan suggests that such signs should be prohibited in the Route 360 Corridor. A condition is recommended affecting the timing of message changes, as discussed herein with this limitation, the sign functions much like a permitted, manual changeable copy sign

Timing of Message Changes:

The Policy permits the timing of message changes for electronic message signs at a minimum of ten (10) second intervals. The Condition would permit the message to change no more than once during any twenty-four (24) hour period. This limitation results in the

electronic message sign having no greater impact on area properties than a changeable copy message board which is permitted under the current zoning.

CONCLUSION

While the proposed computer-controlled, variable message, electronic sign does not conform to the adopted Electronic Message Center Policy relative to its location within the Route 360 Corridor, as conditioned, the proposed sign would have no greater impact on the surrounding community than a sign which incorporates permitted changeable copy.

Given these considerations, approval of this request is recommended.

CASE HISTORY

Planning Commission Meeting (10/16/07):

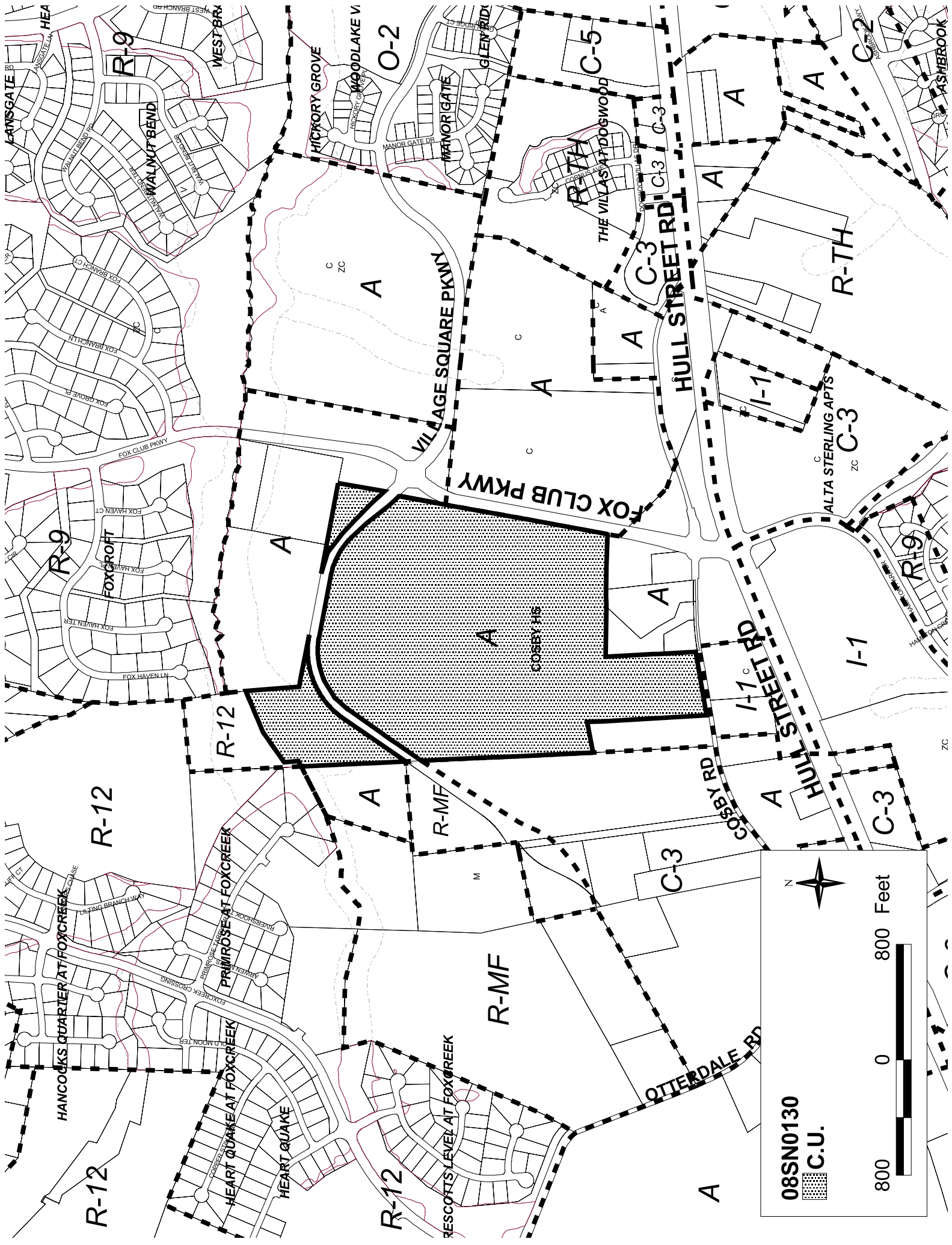
The applicant accepted the recommendation. There was no opposition present.

On motion of Mr. Bass, seconded by Mr. Wilson, the Commission recommended approval subject to the condition on page 2.


AYES: Messrs. Gecker, Bass, Litton and Wilson.

ABSTENTION: Mr. Gulley.


The Board of Supervisors, on Wednesday, October 24, 2007, beginning at 6:30 p.m., will take under consideration this request.



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